VALUE CREATION SPACES: USING EVENTS TO LEVERAGE SPORTS SPONSORSHIP

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What do brands want to get out of sports sponsorship?

Why do brands sponsor sport?

“great access to talk to people”

“link up with the passions in people’s lives”

“[It] gives us an opportunity to demonstrate what our [product] is, what our [staff] are like and get people to experience the [brand] experience as a fantastic event that they'll really enjoy.”

“[Sponsorship allows us to talk to consumers] that wouldn't necessarily engage with [the brand]. [The sponsored event] gives us permission to talk to these individuals about something that they're engaged and passionate about.”
THE (OFTEN SAD) SPONSORSHIP REALITY

Is this adding value to the consumer’s experience of sport???

Is this how brands want their consumers to remember them?
BEST PRACTICE SPONSORSHIP REALITY

Is THIS adding value to the consumer’s experience of sport?

Is this how brands want their consumers to remember them?
What are Sponsorship-Linked Events?

- Incentive/reward events
- Product launches
- Open days
- Conferences
- Product sampling
- Publicity events
- “Created” events
- Road shows
- Press conferences
- Corporate entertainment
- Exhibitions
- Product visitor attractions
- Charity fundraisers
- Competitions/contests

Sponsorship-Linked Events: Value Creation Spaces

• Marketing is evolving to a new paradigm: service-dominant logic.

• “The customer is a co-producer of service. Marketing is a process of doing things in interaction with the customer.” (Vargo and Lusch, 2004:7)

Events are one element of any organisation's integrated marketing communications strategy, therefore preceding this model is a strategic decision to activate marketing events to achieve specific objectives.

Benefits of Sponsorship-Linked Events

• Events are:
  • Relational
  • Participative
  • Experiential (360° brand communication)

• Key features of events:
  • Intimacy and interactivity in the event space
  • Voluntary and active involvement of attendees
Why Sponsorship-Linked Events?

“from a sponsorship standpoint you have many more opportunities in terms of really interacting with people”

“we want to use that great access to talk to people and to convert them...to [our brand]”

Events can be a means to “develop existing relationships and to help facilitate new relationships”

Events allow us to “[link] up with the passions in people’s lives”
Reducing the Risks Associated with Sponsorship

• Sponsorship-linked events can help sponsors mitigate some risk associated with sponsorship
  – Event represents the creation of a marketing space over which sponsors have greater control

• Sponsorship-linked events also allow brands to speak to consumers they might not otherwise have reached:

  “[Sponsorship allows us to talk to consumers] that wouldn't necessarily engage with [the brand]. [The sponsored event] gives us permission to talk to these individuals about something that they're engaged and passionate about.”
Events as a Product and Brand Showcase

• Well-executed sponsorship-linked events allow opportunities for showcasing products and services and also allow sponsors to experientially showcase their brand ethos in a way which adds value to the overall experience of attending the wider sponsored event:

‘[The sponsorship-linked event] really demonstrates who we are as a brand...[It] gives us an opportunity to demonstrate what our [product] is, what our [staff] are like and get people to experience the [brand] experience as a fantastic event that they'll really enjoy.’
Using Sponsorship-Linked Events

• Sponsors should use events to tap into fan passions to create an experience that money cannot buy

“what we do is we put on great experiences.”
Using Sponsorship-Linked Events

• VIP customer events can augment the sports event experience and help to nurture brand loyalty:

“customers...can get access to a... branded marquee and [free refreshments]. You get the chance to have a Q&A with [team] players after the match...it's a kind of a VIP area for...customers and hundreds or even thousands of those customers can go through and experience that and touch and engage with the brand in and around our [sport] property... So...customers will get much more than just a ticket...they can get that little bit extra that would make you feel extra special and then of course there's a huge amount for...engaging people and keeping people with the brand because they feel valued and loved and rewarded for their loyalty.”
Sponsorship-Linked Events for Customers

- Well-executed exclusive customer sponsorship-linked events can create "brand envy" among non-customers, possibly driving purchase.

- Sponsorship-linked events create desire and a sense of exclusivity.

A delivery of free pies and beers. This makes me happy...
Like · Comment · 8 March at 18:30

How do I get free pies and beers?
8 March at 19:09 · Like · 1

Be on O2 - one of their priority things, tied into their sponsorship of the rugby. There's one more chance to get them, tomorrow morning from 9am - 11am.
8 March at 19:27 · Like · 1
Sponsorship-Linked Events and Social Media

- Sponsors are turning towards social media to leverage their sponsorship
  - Target markets are “online and they’re engaging with their friends in these environments”

- Social media can be used to promote an event and extend the impact of a sponsorship-linked event beyond its physical duration
  - Consumer-consumer communication means attendees share photos/thoughts of events
  - E-word-of-mouth (eWOM)
Sponsorship-Linked Events and Social Media

- Social media can erode some of sponsor’s control over events
  - Imperative to put on great experiences to minimise negative e-WOM

- Potential for virtual sponsorship-linked events to extend reach and add value to “attendees”
The Potential of Sponsorship-Linked Events

• Events can be a valuable tool for sports marketers seeking to leverage sports sponsorships

• Facilitating interaction with consumers/employees/stakeholders and adding value to their experience of attending a sponsored event

• Increased amount of control over the sponsorship activation

• Sponsorship-linked events must be managed strategically if they are to achieve their full potential for sponsors
Thank you for listening
Any questions?

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